

Urban Core Specific Plan Facts

Chula Vista, San Diego County's second largest city, continues to play a significant role in the region's growth, and is emerging as the hub of civic and cultural activity in the South Bay. As part of the continuing focus on development and beautification, the City's 690-acre Urban Core is undergoing a redevelopment plan that will include pedestrian friendly environments, an expanded transit system, live/work lofts, entertainment venues, and open space.

The goal is to create an Urban Core that will serve as the heart of the community as well as a desirable destination for both visitors and residents alike, with an identity of its own. When completed, Chula Vista's revitalized west side will feature:

- A pedestrian-friendly City Center with an integrated mix of land uses including retail, office, residential, entertainment, and civic/cultural woven together by attractive and cohesive street improvements and buildings.
- An entertainment hub featuring movie theaters, a playhouse, outdoor dining, and parks offering al fresco concerts and artistic performances.
- New loft-style apartments perfect for artisans and small businesses featuring street level retail space.
- A comprehensive public transit system, including the new west side shuttle with frequent, conveniently located stops and connections to proposed transit centers, the Bayfront, and existing regional trolley systems.



- New and upgraded bikeway facilities to accommodate recreational as well as commuting cyclists.
- Enriched new cultural, recreation and civic facilities to support the mixed-use environment and reinforce the Urban Core as the heart of the city.

Our vision is to create a vibrant, pedestrian-friendly urban atmosphere that enhances cultural and historic traditions.

H Street looking toward Fifth Avenue

Trees, benches, bike racks, public plaza, new wider sidewalks, resurfaced streets, decorative street lights, class II bike lanes, planted street medians, and a linear park.



Chula Vista's Urban Core: Harmonizing Change

The Urban Core Specific Plan Study Area covers approximately 1,700 acres within the northwestern portion of the City of Chula Vista (See Specific Plan Area Map). It is generally bordered by the San Diego Freeway (I-5) to the west, C Street to the north, Del Mar Street to the east, and L Street to the south..

The Urban Core Specific Plan establishes a framework to accomplish the following:

- Implement the vision for the urban core that was established by the updated General Plan.
- Provide a set of contemporary tools to allow new development and redevelopment to occur over the next 20-25 years.
- Revitalization and enhancement of the economic, social, cultural, and recreational fabric of the Urban Core.
- Provide detailed development regulations and design guidelines tailored to individual neighborhoods.
- Develop a market-based action plan that will facilitate a major increase in additional housing opportunities and commercial activity in the Urban Core.
- Maintain the existing zoning outside of the Urban Core Specific Plan Subdistricts Area.

PROJECTED BUILDOUT OF THE SPECIFIC PLAN AREA:

Land Use	Existing	Net Increase	Total
Multi-family Residential (Dwelling Units)	3,700	7,100	10,800
Commercial Retail (Square Feet)	3,000,000	1,000,000	4,000,000
Commercial Office (Square Feet)	2,400,000	1,300,000	3,700,000
Commercial: Visitor-serving (Square Feet)		1,300,000	1,300,000

To find out more about Chula Vista's Urban Core Specific Plan, please contact Senior Community Development Specialist, Brian Sheehan at (619) 691-5233 or bsheehan@ci.chula-vista.ca.us.

URBAN CORE SPECIFIC PLAN AREA:

